YOUR Basic BOX

Same great taste...Same low price...The Basic Flip-Top® Box.

Philip Morris introduced Basic Box in February 1996.

The introduction has been successful because Philip Morris identified a smoker's preference:

All Top 10 Brands Have Box Packings
The Box Category Performance Shows Improvements
The Discount Box Category has Shown Recent Growth
The Top Discount Brand's Box Packings are Performing Well at Retail

In stores that stock the new Basic Box packings:
- Basic share increased +0.63%*
- Basic share of category increased +0.4%*

Overall, Basic represents 7.8% of the discount box category

How can you increase your retail sales and take advantage of the current growth in Basic Box and the Discount Box Category?

In August, Philip Morris is reinforcing the Basic Box introduction at retail so that you can make "Basic Box" available to your customers. The key is to "Make it Visible and Keep it In Stock!"

Basic Box is available in the following packings:

Full Flavor King-Size

Lights King-Size

Menthol King-Size

Provide a permanent home for Basic Box. Place the Point-of-Sale. Watch sales grow!

Your wholesaler has adequate supplies on hand for immediate ordering. Contact your wholesaler's representative or Philip Morris Sales Representative to add Basic Box to your regular cigarette orders.

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* Nielsen IRM, May 1996

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